

ASMI 2010 ANNUAL CONFERENCE



**Sponsorship &
Exhibition
Opportunities**

Thursday 18 November 2010

**Australian Technology Park,
Redfern, Sydney**

**Australian Self Medication Industry Inc (ASMI)
Level 22, 141 Walker Street
North Sydney NSW 2060
Tel: 02 9922 5111 Fax: 02 9959 3693
www.asmi.com.au**



ASMI 2010 Annual Conference Sponsorship & Exhibition Opportunities

ABOUT ASMI

ASMI is the peak body representing companies involved in the manufacture and distribution of non-prescription consumer healthcare products in Australia. ASMI also represents related businesses including advertising, public relations, legal, statistical and regulatory consultancy companies and individuals.

Our purpose is to represent the best interests of our Members through negotiation, debate and co-operation with a wide range of stakeholders in our own region and around the world. We also gather the best and most current information and intelligence from diverse sources and disseminate it to our Members to alert them to potential issues that may affect their product or its market.

ANNUAL CONFERENCE

The annual ASMI Conference provides an opportunity to network with colleagues from many segments of the non-prescription consumer healthcare industry and related organisations.

Presentations cover global and local activities, successes and learnings. Industry experts and key opinion leaders discuss the Self Care environment in Australia across all key activity areas from sales and marketing to regulatory frameworks and research and development.

The event features a full day of presentations, interspersed with networking breaks and the opportunity for delegates to visit the exhibition booths. It culminates in a Dinner at which ASMI presents its annual Sales & Marketing Awards.

DELEGATES

Last year's event attracted over 300 delegates from the consumer healthcare industry (OTC & complementary), pharmacy, government, patient groups, and healthcare professional bodies. We expect similar numbers this year.

SPONSORSHIP & EXHIBITION OPPORTUNITIES

We invite both ASMI Members and Non-Members to support this event and showcase their organisation by taking up one of the many sponsorship and/or exhibition opportunities available.

NOTES ON SPONSORSHIP & EXHIBITION PACKAGES

- Prices include GST.
- All advertising materials, promotional materials for inclusion as Satchel inserts or used for display purposes are subject to editorial approval by ASMI prior to the event.
- Design/printing/production costs for all promotional materials for inclusion as Satchel inserts or used for display purposes will be at the Sponsor's own cost.
- Delivery of materials to ASMI (ie for Satchel insertion) or to the venue will be at the arrangement/cost of the Sponsor.



ASMI 2010 Annual Conference Sponsorship & Exhibition Opportunities

GOLD SPONSOR

\$15,000

Includes:

- Exclusivity – only 1 Gold sponsorship opportunity offered
- 6 complimentary registrations to full Conference sessions & Awards Dinner
- Prominent logo placement on Conference promotional brochure and Conference-related pages in ASMI Members Newsletters
- Mention as Gold Sponsor on ASMI Website Events page with link to your company website
- Full page advertisement in Final Conference Program (subject to ASMI pre-approval)
- Prominent logo placement on Conference holding slides
- Inclusion of 1 paper item (eg corporate brochure, no larger than A4 size) AND 1 non-paper* item (eg pen, bottled water) in the Conference Satchels (subject to ASMI pre-approval)
- Verbal acknowledgement as Gold Sponsor by Conference MC
- Acknowledgement as Gold Sponsor on poster at Registration Desk
- Display of your company banner (free-standing/pull-up) in plenary sessions (off-stage)
- Display of your company banner (free-standing/pull-up) in Exhibition/Break/Registration area



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SILVER SPONSOR

\$10,000

Includes:

- Exclusivity – only 1 Silver sponsorship opportunity offered
- 4 complimentary registrations to full Conference sessions & Awards Dinner
- Prominent logo placement on Conference promotional brochure and Conference-related pages in ASMI Members Newsletters
- Mention as Silver sponsor on ASMI Website Events page with link to your company website
- Half page advertisement in Final Conference Program (subject to ASMI pre-approval)
- Prominent logo placement on Conference holding slides
- Inclusion of 1 paper item (eg corporate brochure, no larger than A4 size) AND/OR 1 non-paper* item (eg pen, bottled water) in the Conference Satchels (subject to ASMI pre-approval)
- Verbal acknowledgement as Silver Sponsor by the Conference MC
- Acknowledgement as Silver Sponsor on poster at Registration Desk
- Display of your company banner (free-standing/pull-up) in Exhibition/Break/Registration area

SOLD!

BRONZE SPONSOR

\$7,000

Includes:

- Exclusivity – only 1 Bronze sponsorship opportunity offered
- 2 complimentary registrations to full Conference sessions & Awards Dinner
- Prominent logo placement on Conference promotional brochure and Conference-related pages in ASMI Members Newsletters
- Mention as Bronze sponsor on ASMI Website Events page with link to your company website
- Quarter page advertisement in Final Conference Program (subject to ASMI pre-approval)
- Prominent logo placement on Conference holding slides
- Inclusion of 1 paper item (eg corporate brochure, no larger than A4 size) AND/OR 1 non-paper* item (eg pen, bottled water) in the Conference Satchels (subject to ASMI pre-approval)
- Verbal acknowledgement as Bronze Sponsor by the Conference MC
- Acknowledgement as Bronze Sponsor on poster at Registration Desk

SOLD!



ASMI 2010 Annual Conference Sponsorship & Exhibition Opportunities

DINNER SPONSORSHIP

\$5,000

Includes:

- Exclusivity – only 1 Dinner sponsorship opportunity offered
- 2 complimentary registrations to full Conference sessions & Awards Dinner
complimentary registrations to Awards Dinner only
- Acknowledgement on Conference promotional brochure and Conference-related pages in ASMI Members Newsletters
- Acknowledgement in Final Conference Program
- Mention as a sponsor on the ASMI Website Events page
- Prominent logo placement on Awards Dinner holding slides
- Verbal acknowledgement by the Dinner MC
- Inclusion of 1 paper item (eg corporate brochure, no larger than A4 size) OR 1 non-paper* item (eg pen, bottled water) in the Conference Satchels (subject to ASMI pre-approval)
- Display of your company banner (free-standing/pull-up) in Dining Room (off-stage)
- Acknowledgement on Dinner menus

SOLD!

ASMI SALES & MARKETING AWARDS SPONSORSHIP

\$5,000

Includes:

- Exclusivity – only 1 Awards sponsorship opportunity offered
- 2 complimentary registrations to full Conference sessions & Awards Dinner
complimentary registrations to Awards Dinner only
- Acknowledgement on Conference promotional brochure and Conference-related pages in ASMI Members Newsletters
- Acknowledgement in Final Conference Program
- Mention as a sponsor on the ASMI Website Events page
- Prominent logo placement on Awards Dinner holding slides
- Verbal acknowledgement by the Dinner MC
- Inclusion of 1 paper item (eg corporate brochure, no larger than A4 size) OR 1 non-paper* item (eg pen, bottled water) in the Conference Satchels (subject to ASMI pre-approval)
- Display of your company banner (free-standing/pull-up) in Dining Room (off-stage)
- Acknowledgement on Dinner menus

SOLD!

PRE-DINNER DRINKS SPONSORSHIP

\$3,000

Includes:

- Exclusivity – only 1 Pre-Dinner Drinks sponsorship opportunity offered
- 1 complimentary registration to full Conference sessions & Awards Dinner
complimentary registrations to Awards Dinner only
- Acknowledgement on Conference promotional brochure and Conference-related pages in ASMI Members Newsletters
- Acknowledgement in Final Conference Program
- Mention as a sponsor on the ASMI Website Events page
- Acknowledgement on Conference holding slides
- Verbal acknowledgement by the Conference MC
- Inclusion of 1 paper item (eg corporate brochure, no larger than A4 size) OR 1 non-paper* item (eg pen, bottled water) in the Conference Satchels (subject to ASMI pre-approval)
- Display of your company banner (free-standing/pull-up) in Exhibition/Breaks/Registration area

SOLD!



ASMI 2010 Annual Conference Sponsorship & Exhibition Opportunities

NETWORKING MORNING TEA, AFTERNOON TEA & LUNCH SPONSORSHIPS

All 3 for \$5,000

Includes:

- Exclusivity - only 1 Tea/Lunch Break sponsorship opportunity offered
- Acknowledgement on Conference promotional brochure and Conference-related Members Newsletters
- Acknowledgement in Final Conference Program
- Mention as a sponsor on the ASMI Website Events page
- Acknowledgement on Conference holding slides
- Verbal acknowledgement by the Conference MC
- Inclusion of 1 paper item (eg corporate brochure, no larger than A4 size) OR 1 non-paper* item (eg pen, bottled water) in the Conference Satchels (subject to ASMI pre-approval)
- Display of your company banner (free-standing/pull-up) in Exhibition/Breaks/Registration area during the sponsored breaks
- Opportunity to place small promotional item (such as a branded tent card) on the serving tables during the sponsored breaks (subject to ASMI pre-approval)

SOLD!

PANEL SESSION SPONSORSHIP

\$4,000

Includes:

- Exclusivity - only 1 Panel sponsorship opportunity offered
- Acknowledgement on Conference promotional brochure and Conference-related Members Newsletters
- Acknowledgement in Final Conference Program
- Mention as a sponsor on the ASMI Website Events page
- Acknowledgement on Conference holding slides
- Verbal acknowledgement by the Conference MC
- Inclusion of 1 paper item (eg corporate brochure, no larger than A4 size) OR 1 non-paper* item (eg pen, bottled water) in the Conference Satchels (subject to ASMI pre-approval)

SOLD!

Confirmed Panellists: Bill Curtis, Managing Director, CJB
Nicholas Hall, global OTC marketing guru, Nicholas Hall & Company
More to come...

SPEAKER SPONSORSHIPS

\$3,500 each

Includes:

- Acknowledgement on Conference promotional brochure and Conference-related pages in ASMI Members Newsletters
- Acknowledgement in Final Conference Program
- Mention as a sponsor on the ASMI Website Events page
- Acknowledgement on Conference holding slides
- Verbal acknowledgement by the Conference MC
- Inclusion of 1 paper item (eg corporate brochure, no larger than A4 size) OR 1 non-paper* item (eg pen, bottled water) in the Conference Satchels (subject to ASMI pre-approval)

Confirmed Speakers: Prof Ian Banks, President, European Men's Health Forum (UK)
Dr Lesley Braun, Monash University, National Herbalists Association **SOLD!**
Brett Clark, Chemist's Warehouse e-pharmacy
Bob Gann, Head of Strategy and Engagement, NHS Choices (UK) **SOLD!**
Nicholas Hall, global OTC marketing guru, Nicholas Hall & Company **SOLD!**
Dr Tony Hobbs, GP & Obstetrician; formerly Chair of the National Primary Healthcare Strategy External Reference Group
Julian Henderson, CEO, Health Call Centre Network
Ross McDonald, Head of Retail & Consumer Goods, Google Australia & New Zealand
Dr Norman Swan, ABC Health Report - panel moderator **SOLD!**



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CONFERENCE SACHEL SPONSORSHIP

In Kind

The style, colour, quantity and cost of the Satchels will be negotiated with the Sponsor and ASMI. The Sponsor will pay the full cost of the final satchel order including printing/embroidery of logos.

**NO LONGER
AVAILABLE**

Includes:

- Exclusivity – only 1 Satchel sponsorship opportunity offered
- Your company logo printed on the Conference Satchels along with the ASMI logo.
- Acknowledgement on Conference promotional brochure and Conference-related pages in ASMI Members Newsletters
- Acknowledgement in Final Conference Program
- Mention as a sponsor on the ASMI Website Events page
- Acknowledgement on Conference holding slides
- Inclusion of 1 paper item (eg corporate brochure, no larger than A4 size) AND 1 non-paper* item (eg pen, bottled water) in the Conference Satchels (subject to ASMI pre-approval)

SACHEL INSERTS

\$500 each

Includes:

- Insertion of 1 paper item (eg corporate brochure, no larger than A4 size) OR 1 non-paper* item (eg pen, bottled water) in the Conference Satchels (subject to ASMI pre-approval)

Please note: *If you wish to include a product sample(s) in the satchels please contact ASMI to discuss.

ANNUAL GENERAL MEETING (AGM)

\$3,500

Includes:

- Exclusivity - only 1 AGM sponsorship opportunity offered
- Acknowledgement on Conference promotional brochure and Conference-related pages in ASMI Members Newsletters
- Acknowledgement in Final Conference Program
- Mention as a sponsor on the ASMI Website Events page
- Acknowledgement on AGM holding slides
- Verbal acknowledgement by the ASMI President during the AGM
- Inclusion of 1 paper item (eg corporate brochure, no larger than A4 size) OR 1 non-paper* item (eg pen, bottled water) in the Conference Satchel (subject to ASMI pre-approval)

SOLD!

Please note: only ASMI Members can attend the AGM but sponsorship is open to Non-Members. This session includes a morning tea.

CONFERENCE PROGRAM ADVERTISING

- Full page (A4) advertisement: **\$750 each**
- Half page advertisement: **\$500 each**
- Quarter page advertisement: **\$350 each**

Please note: all advertisements are subject to pre-approval by ASMI and, if promoting a product(s), must comply with the *Therapeutic Goods Advertising Code* and *ASMI Code of Conduct*.



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EXHIBITION PACKAGES

Option A: \$1,500 Non-Member/\$1,000 ASMI Ordinary Member/\$800 ASMI Associate Member, includes NO complimentary registrations for sessions, pre-dinner drinks or Dinner (ie booth space and booth package inclusions as listed below only)

Option B: \$1,900 Non-Member/\$1,400 ASMI Ordinary Member/\$1,200 ASMI Associate Member, includes 1 complimentary registration for Conference sessions, pre-dinner drinks and Dinner

Option C: \$2,300 Non-Member/\$1,800 ASMI Ordinary Member/\$1,600 ASMI Associate Member, includes 2 complimentary registrations for Conference sessions, pre-dinner drinks and Dinner

Option D: \$2,700 Non-Member/\$2,200 ASMI Ordinary Member/\$2,000 ASMI Associate Member, includes 3 complimentary registrations for Conference sessions, pre-dinner drinks and Dinner

Included in all packages:

- Floor space of 3x2m in the area where Registration, tea breaks and lunch are held.
- Table and 2 chairs provided.
- Power outlet available.
- Insertion of 1 paper item (eg corporate brochure, no larger than A4 size) OR 1 non-paper* item (eg pen, bottled water) in the Conference Satchels (subject to ASMI pre-approval)
- Acknowledgement on Conference promotional brochure and Conference-related pages in ASMI Members Newsletters
- Acknowledgement in Final Conference Program
- Mention as an Exhibitor on the ASMI Website Events page
- Acknowledgement on Conference holding slides

Optional extras:

- Partitions (as booth backdrops and/or for display of posters etc). These are 1.8m high x 1.2m wide, black, Velcro- & pin-compatible partition boards.
- Plain tablecloths can be provided free-of-charge. Tablecloths with skirts (approx. \$110) will be at your own expense.
- Your own free-standing displays can be used – delivery and assembly etc at your own cost.
- Internet connectivity, plasma screens etc must be separately arranged directly with the venue at your own cost.

Competitions & Prize Draws:

- Exhibitors are permitted to run **one** competition or prize draw at their booth. Winner(s) of this competition will be announced by the Conference MC immediately following the Afternoon Tea Break only. Details of the competition and prize(s) must be pre-approved by ASMI at least 1 week prior to the event.

MORE INFORMATION

Please complete the separate *Sponsorship & Exhibition Opportunities Booking Form* to express your interest in any of the packages outlined in this document, and return to: Deidre Cox at ASMI at deidre@asmi.com.au, fax: 02 9959 3693 or mail: PO Box 764, North Sydney NSW 2059. For more information, telephone Deidre on 02 9923 9403.